



*Running Head*  
*Café D. Pożnd*  
TheCasesolutions.com



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# Step 1:

## *Executive Summary*

The Coffee Shop's goal is to become a daily necessity for local coffee addicts, as well as a place to relax, unwind and escape the daily stresses of life. The Coffee Shop will provide quality coffee, tea and smoothies to a variety of customers. Books and magazines will be available for you to read while sipping your coffee. I wanted to start this business because there aren't many "coffee shops" in Hallowell and I would like to offer one. I think that it will be successful because if you go for a run on the rail trail in the morning, you could just stop in and have a cup of coffee after. I would market this product to customers of many ages and genders. There would be smoothies for younger customers as well as decaf coffee.

I would be the manager and owner of the business and I would have a few other employees.

# Step 2:

## *In Depth Description*

My Logo:



The Coffee Shop  
Specialty, Organic and Fair Trade

What are the benefits for consumers?

*Healthy option*



*Low prices*

What is it's most important feature?

*Organic*



*Vegan*

*Comfortable and welcoming atmosphere*

What factors that will give you competitive advantage (what makes you unique)?

**Advantages:**  
*Organic, vegan, locally sourced, delivery available, low prices, comfortable atmosphere*



**Disadvantages:**  
*Smaller space*

How will you price your product?

*Single Price*

